

Attorney Docket No. 80398.P447

*Patent*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: ) Examiner: C. Reid  
David Gaxiola, et. al. )  
 ) Art Unit: 2142  
 )  
Application No. 09/981,776 ) Confirmation No: 6683  
 )  
Filed: October 16, 2001 )  
 )  
For: INTUIT MAPPING BETWEEN )  
EXPLICIT AND IMPLICIT )  
PERSONALIZATION )  
 )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In response to the Office Action mailed February 25, 2005, Applicant respectfully requests reconsideration of this application, as amended, and consideration of the following remarks.

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***Rejections under 35 U.S.C. § 103***

**Claims 4 and 15-16**

Claims 4 and 15-16 stand rejected under 35 U.S.C. § 103(a) as being obvious over Martino in view of Boe, et. al., U.S. Patent No. 6,236,975. Applicant respectfully submits that the combination does not teach or suggest each and every element of claims 4 and 15-16.

Boe discloses profiling customers through a web-based targeting marketing system. The system surveys a customer and associates the customer with a selected peer group. The customer may adjust their situation in the survey to a hypothetical situation.

Applicant respectfully submits that the combination of Martino and Boe does not teach or suggest each and every limitation of Applicant's claims 4 and 15-16. Claims 4 and 15-16 depend from claims 1 and 13, respectively. Independent claims 1 and 13, as amended, recite implicitly refining an explicitly generated user profile. As discussed above, Martino does not teach or suggest implicitly refining an explicitly generated user profile. Neither does Boe. Therefore, the combination cannot render obvious Applicant's invention as claimed in claims 1 and 13 and claims 4 and 15-16 that depend on them. Accordingly, Applicant respectfully requests the withdrawal of the rejection of the claims under 35 U.S.C. § 103(a) over the combination.

**SUMMARY**

Claims 1-6, 9-18 are currently pending. In view of the foregoing amendments and remarks, Applicant respectfully submits that the pending claims are in condition for allowance. Applicant respectfully requests reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Eric Replogle at (408) 720-8300.

**Deposit Account Authorization**

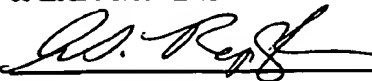
Authorization is hereby given to charge our Deposit Account No. 02-2666 for any

charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR  
& ZAFMAN LLP

Dated: May 25, 2005



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**PATENT APPLICATION FEE DETERMINATION RECORD**  
Effective October 1, 2001

Application or Docket Number

803 98. P447

**CLAIMS AS FILED - PART I**

	(Column 1)	(Column 2)
TOTAL CLAIMS	14	
FOR	NUMBER FILED	NUMBER EXTRA
TOTAL CHARGEABLE CLAIMS	18 minus 20 =	*
INDEPENDENT CLAIMS	4 minus 3 =	1
MULTIPLE DEPENDENT CLAIM PRESENT <input type="checkbox"/>		

\* If the difference in column 1 is less than zero, enter "0" in column 2

**CLAIMS AS AMENDED - PART II**

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT A	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total	* 16 Minus ** 20	= -
	Independent	* 3 Minus *** 4	= -
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>		

SMALL ENTITY TYPE ☐ OR

OTHER THAN SMALL ENTITY

RATE	FEE		RATE	FEE
BASIC FEE	370.00	OR	BASIC FEE	740.00
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	84
+140=		OR	+280=	
TOTAL		OR	TOTAL	824

SMALL ENTITY OR

OTHER THAN SMALL ENTITY

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	
+140=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT B	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total	* Minus **	=
	Independent	* Minus ***	=
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>		

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	
+140=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

	(Column 1)	(Column 2)	(Column 3)
AMENDMENT C	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA
	Total	* Minus **	=
	Independent	* Minus ***	=
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM <input type="checkbox"/>		

RATE	ADDITIONAL FEE		RATE	ADDITIONAL FEE
X\$ 9=		OR	X\$18=	
X42=		OR	X84=	
+140=		OR	+280=	
TOTAL ADDIT. FEE		OR	TOTAL ADDIT. FEE	

\* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.  
 \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20."  
 \*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3."  
 The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.